

HOW-TO

NUTRITIONSTRIPPED

A GUIDE TO FORGING A CAREER IN NUTRITION & HEALTH



Pursuing Your Passions
Starting A Blog or Website
Leveraging Digital Influence
Becoming An Entrepreneur

By McKel Hill, MS, RDN, LDN

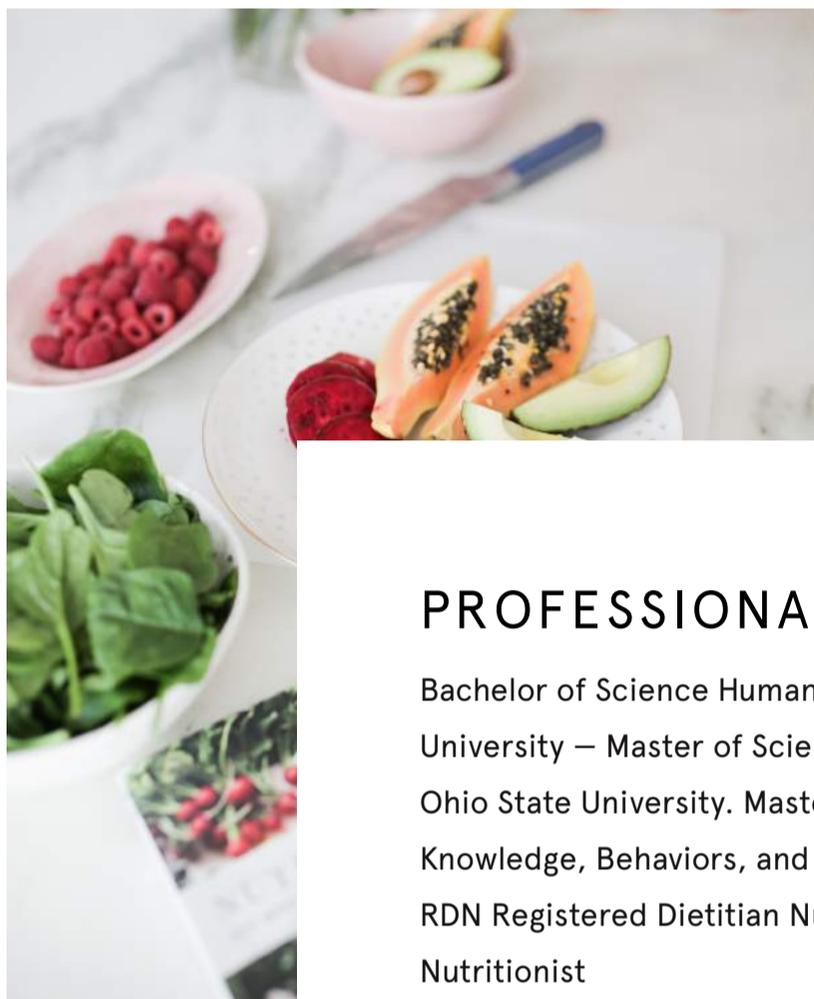


WELCOME

I created Nutrition Stripped in 2013 as a creative outlet in finding my own path to health.

With a lot of hard work and dedication, it became a full-time career which has since then helped millions of people to feel amazing and feel good about the information they were getting about nutrition.

In this digital Guide, I'll delve into important lessons I've learned along the way about starting my own business in the nutrition and health field, running a successful blog, as well as practical takeaways and tips on forging your own path.



PROFESSIONAL BACKGROUND

Bachelor of Science Human Ecology and Dietetics, The Ohio State University – Master of Science Clinical Nutrition and Dietetics, The Ohio State University. Masters Thesis: Dietitian Practitioners' Knowledge, Behaviors, and Practices Regarding Dietary Supplements. RDN Registered Dietitian Nutritionist and LDN Licensed Dietitian Nutritionist

BUILDING A BRAND

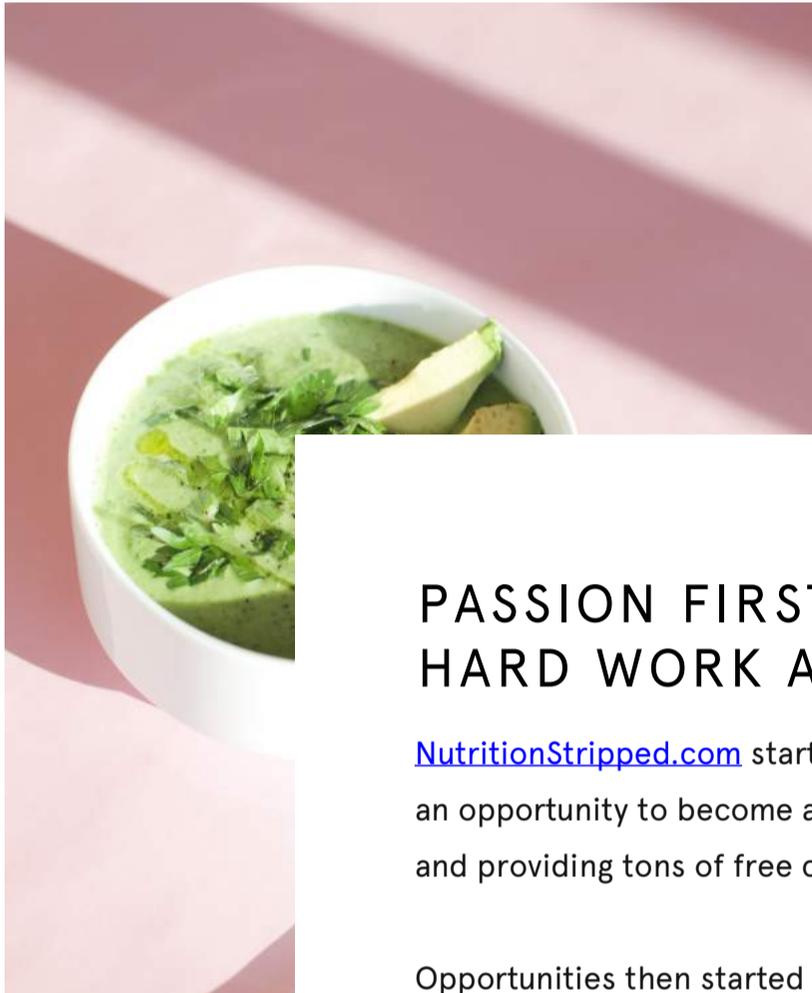
I created Nutrition Stripped in 2013 to strip the confusion from nutrition and wellness, through healthy recipes, science-backed articles and tips, and products delivered in an digestible way.

Since then, Nutrition Stripped has quickly grown from an education blog to a multi-platform wellness company including nutrition plans, online educational programs, and a shop with proprietary items including t-shirts and stationery to help inspire millions of women around the globe to feel amazing.

I've taken Nutrition Stripped from a healthy living blog to an online resource to an internationally recognized brand and business backed by nutrition science.

I realized along the way that serving the community was the secret to success — building a group of people and a global community of people interested in taking their health into their own hands, optimizing their wellbeing, nourishing their bodies, all while eating delicious food — no fluff, just the real deal.

I'm always learning; whether that's as a Registered Dietitian Nutritionist, as an entrepreneur, as a nutrition coach, a boss, and even as a "digital influencer."



PASSION FIRST, SKILLS SECOND, HARD WORK ALWAYS.

[NutritionStripped.com](https://www.nutritionstripped.com) started as a creative outlet, but soon became an opportunity to become a platform to help others through educating and providing tons of free content.

Opportunities then started coming to me for private coaching. That's when a light bulb went off; I could use my passion to develop a business and something I could do for life.

GETTING STARTED

In order to start a successful business, I knew I needed to tap my pre-existing skillset and build upon it. I also knew I needed to learn a lot of new things! I'm grateful for those early days when I had no choice but to do the hard work, teaching myself how to run a company and do literally everything as a 1-woman show for years. It taught me about grit, and pointed out my strengths and my weaknesses.

It's easy to think what you see on the outside all comes in the snap of a finger, but it's years in the making, it's who you are as a person, how you operate, how you learn, how you move through failure to get back up again, and your makeup that dictates the trajectory of entrepreneurship.

Here's What I Knew & Needed to Learn

1. Writing
2. Creative direction and branding
3. Designing a website
4. Understanding and leveraging social media for a business
5. Using a marketing mix to achieve goals
6. Learning about the business side of things, from accounting to time management, to profit margins, delegation and leadership



5 TIPS TO START A SUCCESSFUL BLOG OR WEBSITE

1. Find A Topic That You're Passionate About

Write with passion, experience, and knowledge. Too often I stumble across blog where the passion is there, but the author is writing incorrect things or writing outside their expertise which can be confusing and also misleading.

People and your readers will love transparency and respect your work if you come from a place of goodness and integrity.

2. Learn How To Take Pictures

Photography is an incredibly important piece of the puzzle when it comes to having a successful blog. Practice really makes your photography so much better no matter where you're starting from.

If it's just not your jam, consider hiring a freelance photographer or adding a talented member to your team.

3. Be Consistent

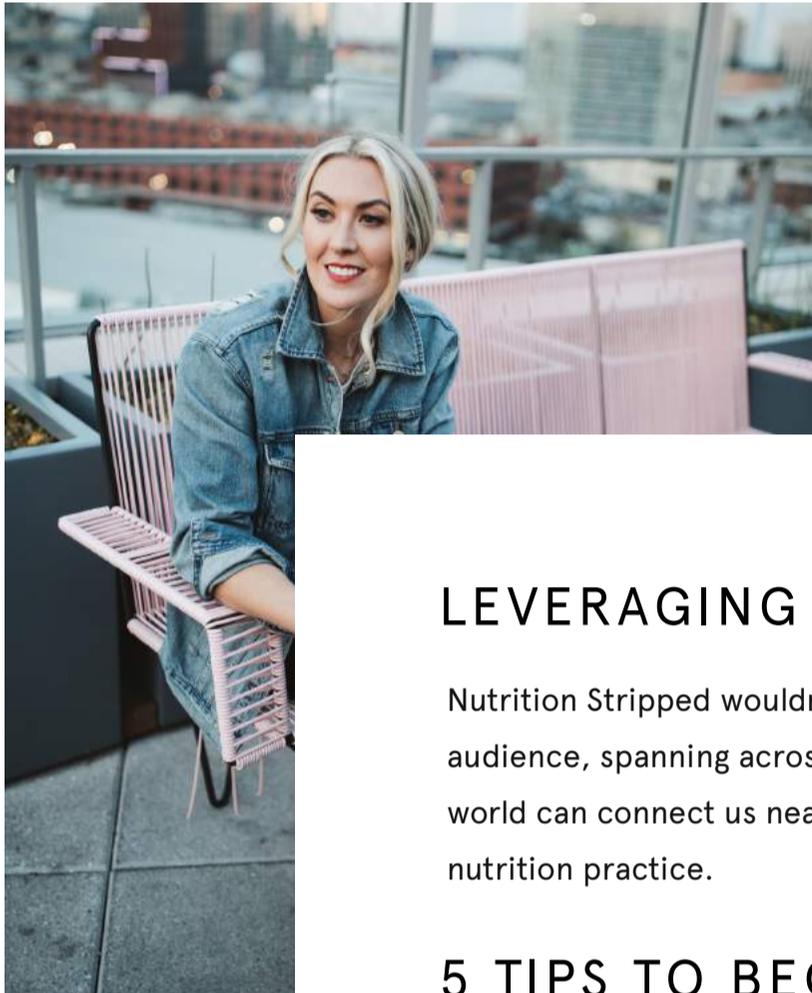
Be consistent in posting; your audience will come to know and expect fresh content. Use social media to let people know you have a new blog post up to read or just give your readers a little more behind the scenes action on what you do with the blog and why it's important to you, etc.

4. Engage Often

If you're going to put yourself out there on social media or a blog, you should also be ready to take on the responsibility to engage with your reader and followers. That means answering their questions, talking to them, and commenting back as much as possible and in your honest way.

5. Analyze Results

In order to learn from achievements and grow from mistakes, it's incredibly important that you monitor, track and analyze results. From website traffic to social media growth and engagements, these metrics can shed light on what's working, and what's not.



LEVERAGING A DIGITAL AUDIENCE

Nutrition Stripped wouldn't be what it is without an engaged audience, spanning across the globe. It's amazing how the digital world can connect us near and far, and define a business and nutrition practice.

5 TIPS TO BECOME DIGITALLY SAVVY

1. Invest in Development or Support

Need a website built? Need graphic design? Need someone who knows how to shoot video? Need help understanding social media, digital advertising, etc.? Investing in professionals to set you up for long-term success in the digital space is necessary, and recommended.

2. Understand SEO

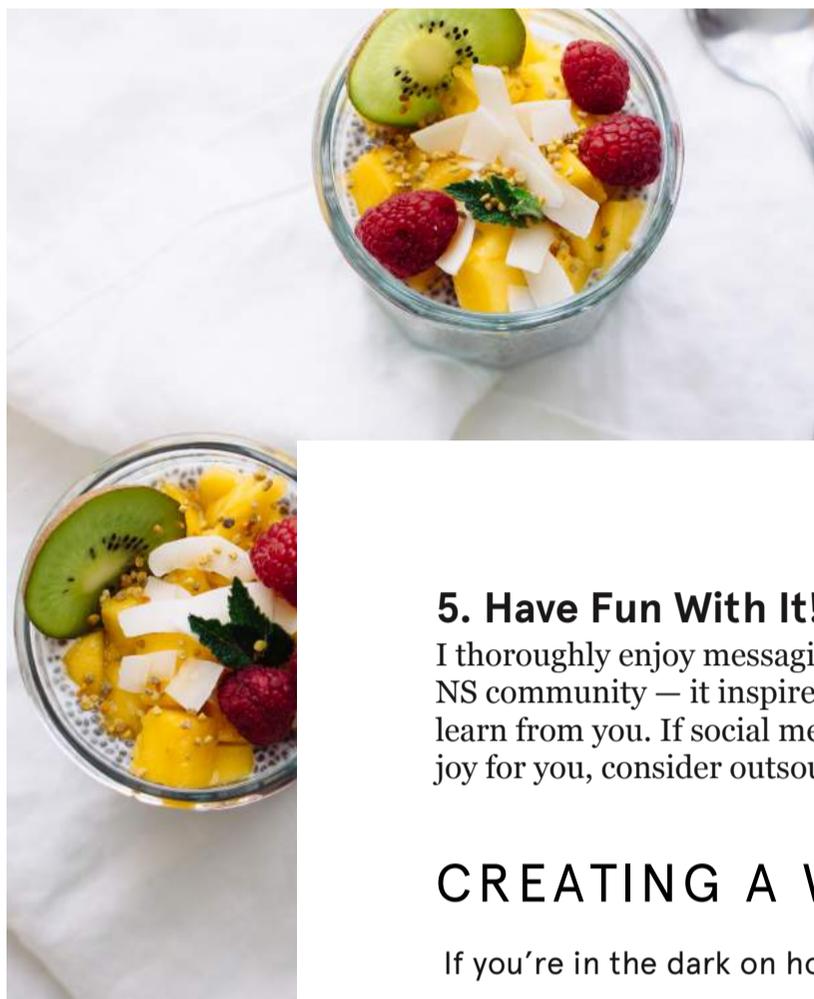
SEO, or search engine optimization, is an important skill to understand as you create and share digital content and run a website, whether that's a blog or a business website. SEO determines where you rank on search engines like Google, Yahoo and Bing. The easier your content is to find, the more relevant it is to the searcher, and the best quality it can be will boost your SEO rankings. Dig into this, research and find best practices to ensure that your content or website is getting all of the eyeballs it deserves!

3. Engage With Readers & Followers

Social media engagement is an absolute must in order to grow and maintain a following in the digital space. Dedicate time to this, instead of seeing it as a chore or a list on your to-do list. If you're creating a career following a passion that you love, this should be a walk in the park.

4. Stay Up to Date on Industry Trends

Stay curious! Do your research. In order to remain current, relevant and position yourself as a resource for others, you'll need to stay up to date with trending topics and products in the industry, ongoing program and account updates, popular conferences and events, as well as tips and takeaways from mentors, colleagues and friends. Remember, you can find inspiration and takeaways everywhere — even in the most unexpected places and people.



5. Have Fun With It!

I thoroughly enjoy messaging with, commenting to, and emailing with the NS community – it inspires, energizes and motivates me to connect and learn from you. If social media or blogging ever becomes draining or lacks joy for you, consider outsourcing it to a team member or professional!

CREATING A WEBSITE

If you're in the dark on how to create your own website or blog, here's a quick how-to checklist. You can find more on the NS Blog [here](#).

1. Decide on a Name

Use a name for your potential domain that represents you well, is catchy, easy to say, and one that you like – and obviously one that is different from others out there.

2. Buy the Domain

You can use sites like BlueHost (about \$15 per year) and GoDaddy (about \$19 per year) to buy your “.com”.

3. Choose Hosting

I use WP Engine for how large the Nutrition Stripped site is now. I have thousands of images, blog posts, WooCommerce, and quite a lot going on behind the scenes! But if you're looking for a blog only, you got it easy. I've used BlueHost and GoDaddy.

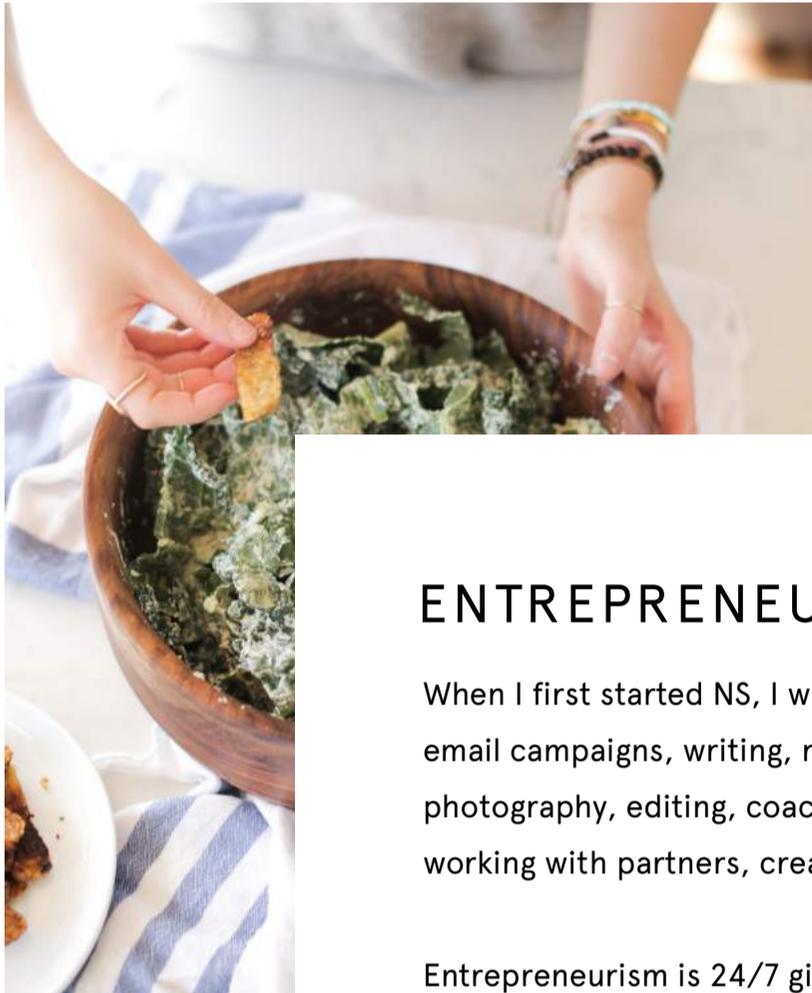
4. Decide on a Platform

WordPress is the most used in the blogging world, followed by Squarespace, and both great for different reasons. We use WordPress and love it. When I first started, we used themes from WP and as we grew, we've designed and created completely customized websites so there's nothing else like it out there and most importantly meets our readers unique needs.

5. Choose or Create a Design/Theme

Once you have your domain, the host, and now the platform, you can customize it with a theme. A theme is how your blog will look. Themes on WordPress can start as little as free upwards to \$150 for a one time purchase.

For more in-depth tips on starting a website and maintaining a blog, click [here](#).



ENTREPRENEURISM 101

When I first started NS, I was doing everything from social media, email campaigns, writing, researching, recipe development, photography, editing, coaching, setting up clients, answering emails, working with partners, creating products, and more.

Entrepreneurism is 24/7 gig and sometimes (most of the time) you're the one who needs to be present to fix things or keep them moving along with the vision. That 24/7 mentality is always a juggling act, even when you have a team to help you out. At first, delegating was really hard for me to do especially because this started as me, a 1-woman show. But letting go of control with key areas of running NS was not only a necessity professionally but also personally.

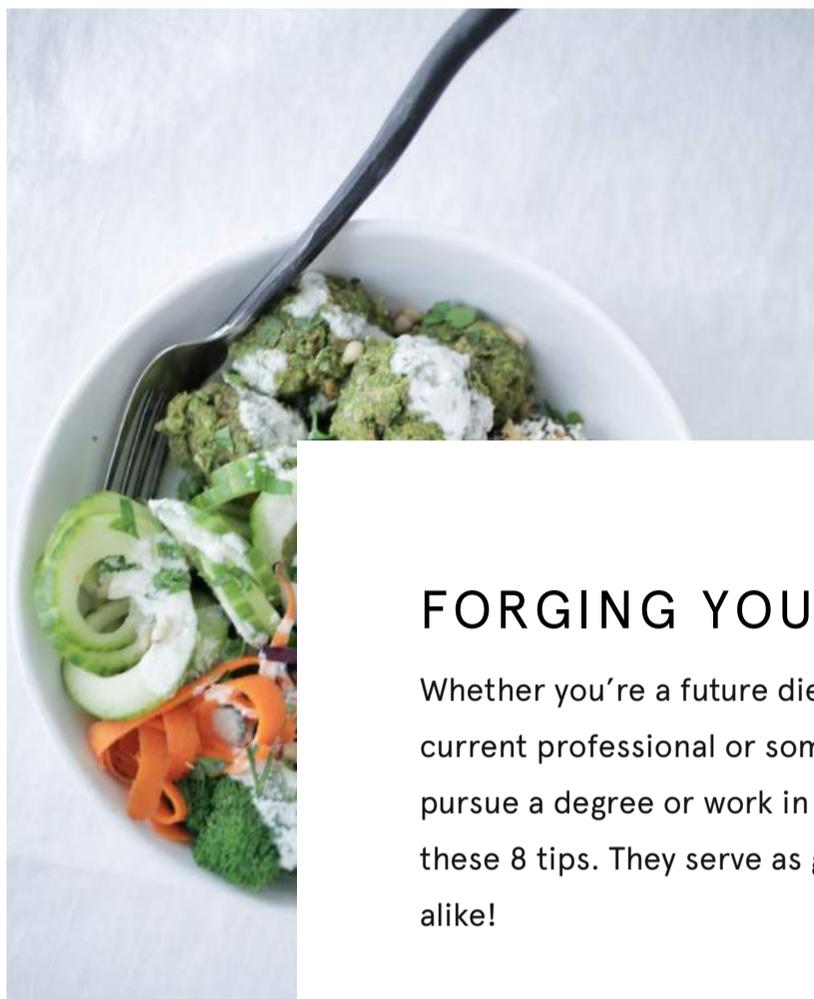
WORKING – AND LEADING – WISELY

Being organized is key. Do you research on time management and organizational tools that can help you do your best work.

Hiring the best people that you can is also important! What helps, along with “letting go of control”, is making sure they have experience, expertise, and skills in the areas that you have the biggest gaps in. Scaling the team, and your business, will rely on strategic hiring.

Once you have a team, let do their thing, be autonomous, and build the business with you in ways you might not have thought about before.

In addition to delegating, and scaling your team wisely, it's crucial that you use YOUR intensity wisely! Using your intensity and passion towards momentum, growth, learning, and team building is the best lens to look through. Have a problem? Rather than focusing on a problem or viewing it as an insurmountable task, view it as a hurdle, as a challenge or as an opportunity to overcome.



FORGING YOUR PATH

Whether you're a future dietitian, nutritionist, health coach, or current professional or someone interested in going back to school to pursue a degree or work in the field of nutrition, you can benefit from these 8 tips. They serve as great reminders for newbies and veterans, alike!

MY TOP 8 TIPS TO SUCCESS

1. Get Involved

Get involved with professional groups, college groups, volunteering, etc. — this not only gives you a well rounded and open experience, but also is a great resume builder.

2. Sharpen Your Focus

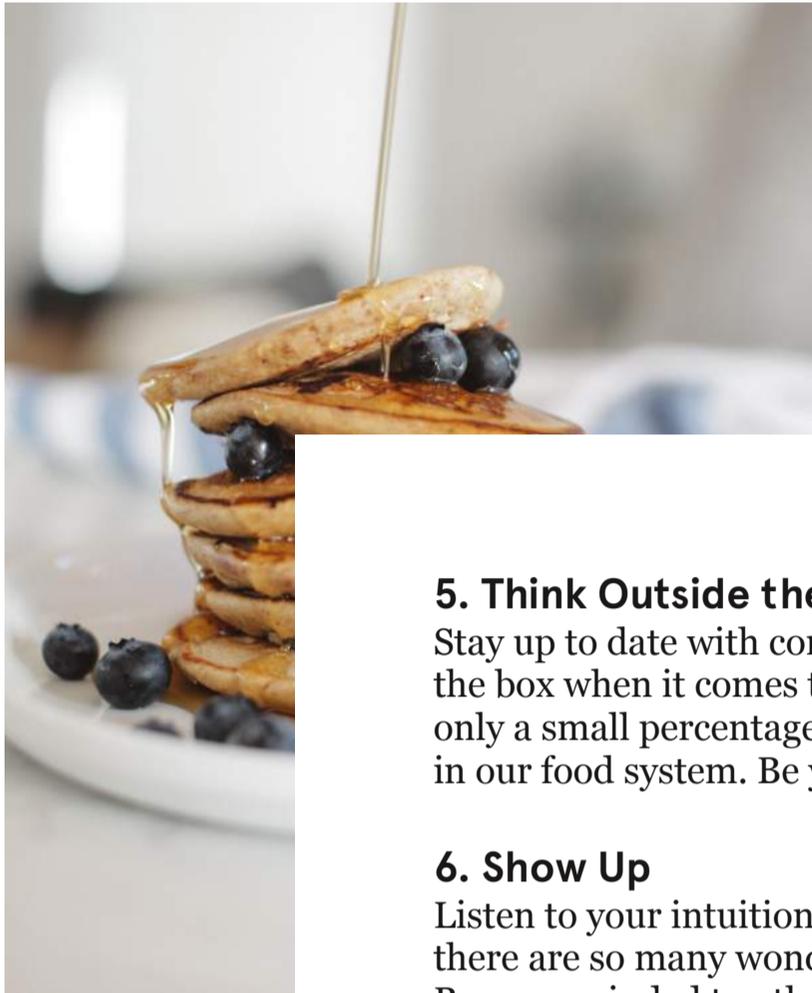
Specify a niche field or topic of dietetics/nutrition that you want to become an expert in. This may take some time, but if you're listening to your true self of what makes you happy, go on the path of that.

3. Communicate

Maintain a network of support from past advisors, friends, co-workers, family, etc. They can be some of the best guinea pigs and sounding boards for you while you grow throughout your career.

4. Stay Savvy

A career in nutrition and health is an ever-changing field and requires your expertise, knowledge, and critical thinking skills to continue to be the best you can be. You'll learn every day, and you'll need to constantly build upon what you learned in school.



5. Think Outside the Box

Stay up to date with continued research, but also think outside of the box when it comes to what you're taught in school — this is only a small percentage of real life nutrition and what's going on in our food system. Be your own teacher.

6. Show Up

Listen to your intuition about where this career can take you — there are so many wonderful fields within dietetics and nutrition. Be open minded to other professions and fields, and have passion and love what you do. It'll show up in your work. A career comes a "job" when you lack passion; there's no staying power.

7. Be Resilient & Ready to Sacrifice

As you pursue your passion, and potentially start your own business, you need to be willing to go through struggles, pain, and hardship. Creating your dream job isn't rainbows and butterflies all the time. It takes perseverance, dedication, hard work, long hours of free work, dealing with rejection, and sacrifices. So what is that you're willing to sacrifice?

8. Own It

Have confidence. Speak your truth. Do you! In a world of social media statuses and updates and notifications galore, it can be easy to fall victim to comparison and trends. Do what you love, not what's trending. Your uniqueness and creativity will shine brighter when you stick to what you know and love — not what someone else is doing. Not to mention, Instagram makes everything look better in a grass-is-greener way. Remember there's an #IRL for every situation to consider too.

Let's Keep A Good Thing Going.

I'd love to connect with you and hear about your journey — whether you're just starting out, you're knee-deep in the daily grind, or you're reflecting on your own growth!

NS



“ All our dreams can come true if we have the courage to pursue them.

WALT DISNEY

Connect with NS

Questions? shop@nutritionstripped.com

Say Hi! hello@nutritionstripped.com

The NS Blog: nutritionstripped.com

Connect on Social! @NutritionStripped
and #NutritionStripped